

This listing of claims replaces all prior versions, and listings, of claims in this application.

**Listing of Claims:**

1-41. (Cancelled).

42. (New) A system for providing advertising information, comprising:

a plurality of motion sensors for detecting traffic information along one or more roadways and transmitting the detected traffic information; and

a database for receiving and storing the detected traffic information transmitted by the plurality of motion sensors, wherein the database comprises advertising information of advertisers,

wherein the database is configured to present at least a portion of the advertising information of advertisers when at least a portion of the detected traffic information is requested.

43. (New) The system of claim 42, wherein at least a subset of the plurality of motion sensors transmit the detected traffic information in programmed periodic intervals, variable according to time, such that motion sensors transmit more frequently during time intervals of historically high traffic volume.

44. (New) The system of claim 42, wherein at least a portion of the advertising information is presented before at least a portion of the detected traffic information is provided.

45. (New) The system of claim 42, wherein the advertising information includes advertisements for restaurants.

46. (New) A method for providing advertising information according to a specified traffic request, comprising:

- receiving traffic information transmitted by a plurality of motion sensors located along one or more roadways corresponding to the specified traffic request;

- storing the traffic information in a database containing advertising information of advertisers;

- determining the traffic information corresponding to the specified traffic request;
- and

- communicating the traffic information and a selected portion of the advertising information.

47. (New) The method of claim 46, wherein at least a subset of the plurality of motion sensors transmit at periodic intervals that vary according to the time of day.

48. (New) The method of claim 46, further comprising storing mapping information of a traffic network of vehicular roadways in the database.

49. (New) The method of claim 46, further comprising storing the advertising information of advertisers in the database according to geographical locations associated with the advertisers.

50. (New) The method of claim 46, further comprising receiving requests for geographical directions from a starting location to a destination location.

51. (New) The method of claim 50, further comprising transmitting advertising information of at least one advertiser having a geographical location within a predetermined distance from the destination location.

52. (New) The method of claim 46, wherein the specified traffic request is transmitted and the traffic information is received over a mobile cellular telephone.

53. (New) The method of claim 46, further comprising:

determining at least one geographical route for traveling from a starting location to a destination location over navigable roadways;

mapping at least one geographical route; and

overlaying the traffic information along with the at least one geographical route,

wherein the specified traffic request includes the starting location and destination location.

54. (New) The method of claim 53, wherein the starting location included in the specified traffic request is automatically determined by a GPS system.

55. (New) The method of claim 46, wherein at least a subset of the plurality of the motion sensors transmit the traffic information at periodic intervals over a wireless network.

56. (New) The method of claim 46, wherein the traffic information is communicated over a wireless network.

57. (New) The method of claim 46, wherein the traffic information is communicated to a Internet-capable browser through an Internet communications link.

58. (New) A method for providing advertising information, comprising:

receiving traffic information transmitted by a plurality of motion sensors located along one or more roadways;

storing the traffic information in a database containing advertising information of advertisers;

receiving a request for at least a portion of the traffic information;

presenting at least a portion of the advertising information of advertisers; and

providing at least a portion of the traffic information.

59. (New) The method of claim 58, wherein at least a subset of the plurality of motion sensors transmit at periodic intervals that vary according to the time of day.

60. (New) The method of claim 58, wherein at least a subset of the plurality of motion sensors transmit the traffic information in programmed periodic intervals, variable according to time, such that motion sensors transmit more frequently during time intervals of historically high traffic volume.

61. (New) The method of claim 58, further comprising storing the advertising information of advertisers in the database according to geographical locations associated with the advertisers.
62. (New) The method of claim 58, further comprising receiving requests for geographical directions from a starting location to a destination location.
63. (New) The method of claim 62, further comprising transmitting advertising information of at least one advertiser having a geographical location within a predetermined distance from the destination location.